

GOVERNMENT OF ANDHRA PRADESH  
ABSTRACT

Tourism Promotion – Designed, Printed and Supply of CD Pouch on AP Tourism, through M/s. Livewires Advertising Agency – Amount Sanctioned - Orders - Issued

G.O.Rt.No. 55

Dated:16-01-2009  
Read the following:

- 1 Govt. Lr.No. 49/PMU/DDC/2009, YAT&C (PMU) Department.
- 2 G.O.Rt. No.2248, Finance (Expr. GAD-II) Dept., Dt.22.04.2008.
- 3 G.O.Rt. No.2249, Finance (Expr. GAD-II) Dept., Dt.22.04.2008.
- 4 G.O.Rt. No.2250, Finance (Expr. GAD-II) Dept., Dt.22.04.2008. .
- 5 Bill No. Prod-467, dt. 03.01.2009 of M/s. Touchstone Advertising Pvt, Ltd, Hyderabad.

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**ORDER:**

To promote Tourism destinations of Andhra Pradesh state, the Tourism and Culture Department has been releasing advertisements to publish in various Magazines on regular basis and preparing and publishing various books, as a part of promotional initiatives. As a follow up of these initiatives, this Department has got designed and printed and supplied 2000 interactive CDs on AP Tourism and CD pouches for PATA Mart 2008 with the following specification. Printing on 130 GSM art paper with four colour offset printing, die making, punching, making, etc. The cost includes, CDs and Data writing on CD Qty – 2000 Nos, have been distributed in PATA Mart -08, held in 16 – 19 Sept in Hyderabad. After completion of the work the above said advertising agency has submitted a bill amounting to Rs. 1,64,046/- vide letter 5<sup>th</sup> read above for arranging payment.

2. After careful examination of the matter, the Government hereby accord sanction for an amount of Rs.1,64,046/- (Rupees One Lakh Sixty Four Thousand Forty Six only) towards Designed and Printing CD Pouch, through M/s. Livewires Advertising Agency, which is inclusive of service tax.

3. The amount sanctioned at para 2 above shall be debited to the following Head of Account:

“ 3452- Tourism-01-Tourist Infrastructure – 102 Tourist Accommodation & other facilities to Tourists – Schemes included in PLAN, GH 11- Normal State Plan - SH (15) – PATA Conference – 500- other charges – 503 – other expenditure”.

4. The Assistant Secretary to Government and Drawing & Disbursing Officer, YAT & C Department shall draw and disburse the amount sanctioned at para 2 above, in favour of M/s. Livewires Advertising Pvt, Ltd, Hyderabad, after deducting Tax, payable to the Income Tax Department.

(BY ORDER AND IN THE NAME OF THE GOVERNOR OF ANDHRA PRADESH)

D. LAKSHMI PARTHASARATHY  
PRL. SECRETARY TO GOVERNMENT

To,

M/s. Livewires Advertising Pvt, Ltd, Hyderabad.

The Assistant Secretary to Government & D.D.O, YAT& C(PMU) Dept.

The Deputy Pay & Accounts Officer, A.P. Secretariat, Hyderabad

Copy to:

The YAT& C (PMU- Claims) Department.

SF/SCs

//Forwarded :: By Order//

SECTION OFFICER